

WISIT USA



17th Program Report of the United States Travel Service / Jan.-Dec. 1972

Visit USA



THE SECRETARY OF COMMERCE
Washington, D.C. 20230

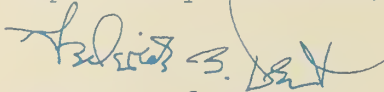
June 1, 1973

The President
President of the Senate
Speaker of the House of Representatives

Sirs:

I have the honor to submit herewith the Seventeenth
Program Report of the activities of the United States
Travel Service, U. S. Department of Commerce, for
calendar year 1972, in compliance with Section 5 of
the International Travel Act of 1961, as amended.

Respectfully submitted,


Secretary of Commerce

Visit USA

17th Program Report of the
United States Travel Service
Annual Report of the Secretary of Commerce
January -- December 1972

U. S. Depository Copy

U.S. DEPARTMENT OF COMMERCE
Frederick B. Dent, Secretary

UNITED STATES TRAVEL SERVICE
C. Langhorne Washburn
Assistant Secretary for Tourism

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New Goals for USTS

In 1972, the United States Travel Service (USTS) began implementation of a five-year Integrated Marketing Plan and Measurement System to increase demonstrably the number of foreign travelers to the U.S. and the resulting foreign exchange earnings. The plan's aim is to increase travel receipts in the nation's balance-of-payments account by a cumulative total of \$3.6 billion over the next five years—those leading up to and including the American Revolution Bicentennial in 1976. Content of all USTS programs now must conform to five new policy guidelines adopted in October 1972:

1. Emphasis is to be placed on demonstrable results from each and every USTS activity in the form of more foreign arrivals, greater foreign exchange earnings, and the multiplier effects of visitor expenditures in the U.S. economy.
2. Resources are to be applied only to those foreign markets with the greatest available potential, and to fully-funded USTS programs that have tangible objectives, complete operational guidelines, and procedures for result measurement.
3. All elements in the plan are to be integrated

in a total marketing thrust which is balanced in terms of cost and effectiveness.

4. Work on comprehensive strategic and operational plans is to be executed through an organizational structure that has a single authority for marketing decisions and program implementation and a system of individual staff accountability.

5. A positive stance is to be taken toward the travel trade and public, reflecting the soundness of the program and effectiveness of operations, and contributing toward USTS assumption of a meaningful leadership role in support of a viable travel industry.

The first 18 months of the five-year plan are especially important in that special emphasis is being placed on testing alternative marketing programs and measuring the effect of concentrating resources on six high-potential country-markets.

In a functional realignment of offices and divisions, and in keeping with the policy guidelines, three new USTS offices, Market Development,

THEME TOUR APPROACH for foreign journalists, which extends to tour agents as well, is a primary tool used to attract visitors to this country from all parts of the world. Here, foreign journalists at Redwood Empire area of Northern California.



Advertising and Promotion, and Travel Trade, Business and Convention Travel, were established in December 1972.

Additionally, two new divisions, International and Domestic, were created.

The Managing Director of the new International Division will coordinate and direct operations of USTS' foreign field offices. These offices at present are located in London, Paris, Frankfurt, Toronto, Mexico City, Sydney, Sao Paulo and Tokyo.

Within the newly-created Domestic Division will fall the Office of Visitor Services and the new Office of Travel Trade, Business and Convention Travel.

Appointed Director of the Office of Travel Trade, Business and Convention Travel was the man who served for three years as Director of USTS' International Conventions Office in Paris.

In line with applying resources only to markets with the greatest immediate potential, USTS' Buenos Aires regional office was closed and a Brazilian office was reactivated in Sao Paulo.

The Assistant Secretary of Commerce for Tourism*, under the new functional structure, is assigned responsibility for:

- providing overall direction for tourism activities of the federal government.
- determining basic policies for achieving tourism objectives.
- maintaining relations with high-level government and industrial officials to facilitate tourism plans and programs.
- representing the U.S. Government at official travel functions.

*Assistant Secretary of Commerce for Tourism C. Langhorne Washburn resigned in May and Deputy Assistant Secretary James L. Hamilton, III was named Acting Assistant Secretary for Tourism. Mr. Washburn returned to USTS in mid-December as Acting Assistant Secretary for Tourism.

**The Executive Officer previously had primary administrative responsibility for policies and programs.

The Deputy Assistant Secretary of Commerce for Tourism has responsibility for:

- performing the duties of the Assistant Secretary in his absence.
- providing concrete direction to overall tourism activities.
- approving basic marketing plans and operating programs.
- reviewing and evaluating performance and results.
- working through the Executive Director to provide operating leadership to staff and line organization.
- developing basic policies regarding the most effective public stance for U.S. Government tourism activities.

The Executive Director, a new position, filled by the former Executive Officer**, has responsibility for:

- coordinating and supervising operations of all divisions and offices.
- assuming overall responsibility for marketing operations.
- developing basic marketing plan; supervising development of operating programs.
- measuring and evaluating results produced by USTS.
- providing overall planning, organization, control and administration.
- performing operational evaluations of all divisions, offices and contractors.

The new Office of Market Development has responsibility for:

- designing creative marketing programs to cultivate specific markets and market segments with the greatest potential for travel.



USTS DIRECTORS ABROAD communicate the Visit USA story in the languages of their markets, usually to the local sellers of travel but sometimes directly to the potential traveler as above, where USTS/France Country Director Paul Guidry (right) talks on French radio about an American music tour.

- analyzing U.S. tourism attractions and facilities to pinpoint most saleable features and benefits in specific areas.
- matching these attractions and facilities to the travel needs and desires of each foreign market.
- stimulating development of specific tour packages by the travel trade.
- developing specific trip plans for familiarization tours by tour operators and travel agents.
- monitoring marketing activities of competitive destinations.
- developing merchandising programs.

The new Office of Advertising and Promotion has responsibility for:

- developing and supervising all foreign and domestic consumer and trade advertising and promotion programs.

- evaluating and recommending advertising agencies bidding on contracts; supervising the advertising agency under contract.
- developing and distributing sales promotional materials including printed matter, audio-visual presentations and guides for visitors.
- developing and operating special exhibits and similar promotional activities.
- distributing publications of cities, states and the travel industry to USTS field offices abroad.

The Offices of Research and Analysis, Information Services and Administration continue to function essentially as they have in the past, except for substantial expansion of many of their programs.

The Office of Research and Analysis has responsibility for:

- collecting and publishing economic data on travel.
- performing market research and analysis in direct support of tourism development.
- administering special research projects performed by outside contractors throughout the world.
- coordinating input of market data from USTS field offices.
- maintaining data bank on international travel.
- assisting in program planning.
- assisting in establishing standards of performance measurement.
- performing special evaluation studies upon request of the travel industry.
- evaluating results of advertising and promotion programs through conduct and interpretation of research.
- preparing and coordinating position papers for intergovernmental and international travel meetings.

and, in cooperation with the appropriate Commerce Department offices,

- maintaining surveillance of proposed legislative and regulatory decisions on travel; and evaluating their effect.
- preparing materials required for congressional liaison.

The Office of Information Services has

responsibility for:

- guiding all USTS travel information programs on a worldwide basis.
- developing comprehensive travel information and trade education program, including working with the field offices to tailor programs for each major market; recommending selection of local information professionals and reviewing, approving, and evaluating their programs and performances.
- providing information to the U.S. travel trade.
- developing and maintaining contacts with the communications media.
- providing guidance to field offices in handling information service activities.
- developing informational materials for use by field offices and foreign travel press.
- developing specific theme ideas for VISIT USA familiarization tours by foreign travel journalists; providing trained, competent escorts for foreign journalists on officially-sponsored familiarization tours.
- operating speakers bureau; coordinating all USTS speaking engagements; and developing and maintaining sample speeches for use by offices and divisions.

The Office of Administration has responsibility for:

- providing administrative services to all offices and divisions.
- developing and maintaining internal administrative management system.
- coordinating formulation of budgets.
- administering fiscal affairs.
- administering contracting/procurement activities.
- designing operating systems and procedures for management personnel in Washington and in the field offices.
- performing personnel administration activities.
- developing and administering comprehensive formal training program for all personnel.
- administering the Matching Grants Program.
- establishing and maintaining a program performance management system.

- providing communications center for correspondence.
- serving as secretariat for the Travel Advisory Board and the Management Operations Committee.

The Domestic Division has responsibility for:

- directing activities of domestic offices.
- establishing and maintaining high-level industry and government contacts.
- supervising development of domestic marketing plans; monitoring progress and results.
- reviewing and approving specific operating plans and budgets of each domestic office.
- gaining support of U.S. travel trade, local governments and organizations.
- searching out, evaluating and helping to develop more appealing U.S. tourism attractions.
- installing a comprehensive formal training program in the USTS domestic offices.
- chairing the Matching Grants Committee.
- assisting Executive Director in development and implementation of overall marketing plans.

The Office of Visitor Services has responsibility for:

- developing comprehensive programs to better serve foreign visitors.
- developing programs which improve the quality of host services for travelers.
- developing published informational materials to aid travelers, in cooperation with the Office of Advertising and Promotion.
- promoting development of improved visitor services by the domestic travel industry.
- conducting programs for familiarization tours of the U.S. by foreign journalists, tour operators and travel agents.
- enlisting the maximum cooperation of city/state organizations in promoting tourism to the U.S.
- stimulating awareness of and interest in foreign visitors among the general public.

The Office of Travel Trade, Business and Convention Travel has responsibility for:

- developing programs to gain active support of the U.S. travel trade, including lodging, ground transportation, attractions and industry organizations.
- persuading the U.S. travel trade to improve the quality of its services to foreign visitors.
- encouraging U.S. and international associations to hold meetings in the U.S.
- assisting U.S. cities which have convention facilities.
- stimulating awareness of and interest in foreign visitors among the American business community.

The International Division has responsibility for:

- directing activities of field offices.
- supervising development of marketing plans for each national market; and monitoring progress and results.
- reviewing and approving specific operating plans of each field office.
- reviewing and recommending operating budgets of each field office.
- searching out, evaluating and developing specific markets for travel to the U.S.
- installing a comprehensive formal training program in the field offices.
- assisting the Executive Director in development and implementation of overall marketing plans.

The Field Offices have responsibility for:

- developing specific marketing plans for each national market covered by the office.
- developing and implementing specific operating plans.
- “selling” travel to the U.S. through contact with foreign tour operators, wholesalers and other travel agents, and international carriers serving the region.
- “selling” travel to the U.S. through contact with travel trade marketing institutions in the region,

including promotional, educational and incentive activities.

- serving the travel trade by distributing published information and promotional materials and acting as the focal information resource for the trade.
- implementing specialized marketing programs.
- supporting the development of business travel to the U.S., including contacts with associations to encourage holding of, and attendance at, meetings in the U.S.
- selecting tour operators, travel agents and travel journalists for familiarization tours and related programs.
- providing input to advertising and information programs.
- coordinating operation of special exhibits with Office of Advertising and Promotion.
- collecting marketing data to facilitate activities.
- maintaining relationships with U.S. Government agencies in the region.
- handling receptive arrangements for representatives of U.S. travel promotion missions visiting the region to sell travel to the U.S.

The four-year-old Travel Advisory Board,

which consists of 15 travel industry executives, advises the Secretary of Commerce. It continues to:

- advise on tourism policies and programs.
- provide guidance based on specialized experience and expertise.
- assist in relations with industry and government officials and the public.
- undertake special projects as required.
- remain available for individual consultation.

The new Management Operations Committee

consists of USTS' Executive Director and the directors of all headquarters divisions and offices.

It has responsibility for:

- assisting in formulation of operating policies.
- participating in formulation of basic programs.
- providing medium for coordination of programs and activities.
- providing forum for communications among offices and divisions.

Advertising and Special Promotions

1972 Advertising Campaign

USTS' 1972 advertising concentrated on Canada, Mexico, the United Kingdom, West Germany and France.

The campaign in Europe carried forward the theme "Only in America," aimed principally at the potential vacation market.

Advertising in Canada focused on two distinct markets: the mass summer travel market, consisting predominantly of families traveling by private car, and the more affluent winter sun-seeker market.

The advertising strategy for Mexico took cognizance of the rapidly increasing economic development of the country and the growth in income levels of the population, particularly in major urban areas.

The theme "Only in America" sought to persuade the potential traveler of the uniqueness and variety of the United States as a vacation destination.

However, in a major departure from past advertising programs, responsibility for the creative implementation of the overall theme was placed with the local, indigenous affiliates of the USTS headquarters-employed advertising agency. As a result, advertisements were tailor-made for the specific audiences in these markets.

As in the previous year, USTS continued its program of providing U.S. states, cities and

non-profit private associations with matching Federal grants to carry out specific advertising projects in Canada and Mexico to promote travel from those countries to the U.S. Thus, during 1972, some \$1.7 million was invested by USTS in campaigns in these prime markets, including more than \$300,000 of matching funds advertising.

Sales Promotion and Support

During 1972 USTS' personnel abroad made more than 5,000 sales calls on travel agents, carrier sales representatives, and associations and clubs involved in selling, promoting and generating travel to the United States. They held a total of 654 educational seminars for the travel trade, participated in 49 VISIT USA evenings for the general public and sponsored some 3,100 showings of U.S. travel films. In addition, more than 250,000 inquiries from the travel trade, associations, clubs and the general public, in the form of telephone calls, letters and personal visits, were processed.

TO PROMOTE VISIT USA PACKAGE TOURS, USTS brought together foreign and U.S. tourism industry executives in a series of VISIT USA World Tourism Seminars held abroad. Here, a group of U.S. travel sellers and European tour operators met in Rome.



Special Exhibits

USTS' VISIT USA Mobile Exhibit is a six-story balloon-theater that houses Walt Disney Productions' 360-degree Circle-Vision film, "America the Beautiful."

After the VISIT USA Mobile Exhibit had been seen by 961,300 Mexicans in Mexico City from November 1971 through March 1972, USTS accepted an invitation to show the Exhibit in the Festival Mundial del Folklore in Guadalajara.

Total cost of USTS participation in this event was absorbed by the Festival authorities, providing an opportunity for USTS to cooperate with a foreign government to become part of a high visibility tourism promotion project under foreign sponsorship.

The fair drew 271,140 visitors from April 15 to June 18, 1972.

The Mobile Exhibit opened November 1 in Sydney, Australia, at the Roseland Shopping Centre, one of the largest shopping malls in Australia. It was estimated that 275,000 people would view the Exhibit in Sydney.

The VISIT USA Mobile Exhibit is utilized as a promotional tool by the travel trade in the area where it appears. For example, in Sydney, a Nevada Day was held at the Exhibit site in conjunction with the visit of a travel mission from the State of Nevada. The promotion produced more than 2,000 written inquiries for literature on Nevada and enabled Australian travel agents to develop VISIT USA prospect lists.

In addition to the VISIT USA Mobile Exhibit, USTS has displayed special VISIT USA exhibits at expositions in Montreal and Toronto in 1972.

In the summer of 1972, as in 1971, USTS participated in Man and His World in Montreal. The USTS pavilion attracted 262,446 visitors during the seven-week fair. The theme of the USTS exhibit was "America—Land of Many Lands." Featured was a portion of the world-renowned International Doll Library, assembled over many years by Samuel Pryor of Greenwich,

Connecticut, and including dolls dressed in the costumes of American Indians as well as other U.S. ethnic groups.

Other features of the USTS pavilion included a "Spectrofonía" presentation (a sound, color and light show involving four musical scores integrated into a mood presentation), an Indian silver craftsman, a series of VISIT USA travel films, and travel exhibits depicting the nine regions* used by USTS and Discover America Travel Organizations (DATO) to market the U.S. as a travel destination.

At the Canadian National Exhibition in Toronto, USTS was located in a pavilion with exhibits from eleven southern states. USTS' exhibit contained an animated display depicting Mount Rushmore, with the sculptured heads of four Presidents. A recorded invitation to visit the U.S. was extended by the replica of George Washington. The exhibit also contained a slide presentation on the nine USTS/DATO regions and the main attractions located in each region. During the three weeks of the Exhibition, 242,929 people visited the USTS pavilion.

At an information counter, brochures featuring special driving tours through the United States were distributed. The 18 tours outlined in this "Come Visit US" brochure were also available in individual form reproduced on a magnetic card typewriter.

Visitors to the USTS information desk were asked to fill out a questionnaire concerning their travel patterns.

*New England, Eastern Gateway (New York and New Jersey), George Washington Country, The South, Great Lakes Country, Mountain West, Frontier West, Far West and the Islands (American Samoa, Guam, Hawaii, Puerto Rico and the U.S. Virgin Islands).

VISIT USA MOBILE EXHIBIT, shown here in Sydney, Australia, is a major USTS tourism-promotion tool.



VISIT U.S.A.

TAKE A SPIN AROUND AMERICA

CIRCLEVISION 360

**ENTER
HERE**



6.1

2030 AL

For the first time, USTS' presence at the Discover America Pow Wow and Travel Mart held in San Diego in September and the American Society of Travel Agents Convention in November was supported by a special exhibit, "The USTS Story." The 30-foot exhibit outlined, through the use of graphics and an audio-visual slide presentation, the purpose, functions and objectives of USTS.

New Promotional Materials

In 1972, nearly four million brochures and promotional pieces on the United States as a travel destination were distributed through USTS' foreign field offices, including more than 1,700,000 brochures on 12 U.S. gateway cities. All of the promotional pieces were produced in at least five languages.

USTS produced a 28½ minute, 16mm color VISIT USA film, entitled "Only in America," for use by the foreign travel trade and foreign television. The production features seven American outdoor adventures such as a white water rapids ride down the Colorado River, vacationing on a working dude ranch, a conestoga wagon trip across the Kansas plains, snowmobiling, ski touring, scuba diving and a canoe tour on the Minnesota lakes.

A 1973-74 edition of *U.S. Conventions and Trade Shows*, USTS' annual directory of more than 250 U.S. conventions, exhibitions and trade and industrial shows that welcome foreign attendance, was published.

USTS also published a new edition of *Festival USA*, a listing of more than 700 festivals and other events to be held in the United States during 1973. Included are major sporting events in the fields of horse racing, auto racing, tennis, golf, boating, surfing and skiing. Prepared for the use of travel agents and tour operators abroad, the listing was

again offered for sale to the American public through the U.S. Government Printing Office.

During 1972 USTS produced several new VISIT USA travel posters and reprinted some favorites from previous years.

Most USTS field offices produced brochures listing locally-operated tour offerings available to prospective travelers to the United States.

World Tourism Seminars

The year 1972 saw a continuation of the USTS-created VISIT USA World Tourism Seminars, which were started in 1970 to bring U.S. travel-sellers together with foreign packagers of VISIT USA tour components. The purpose of the seminars is to help the foreign tour operators and U.S. travel-merchandisers develop moderately-priced VISIT USA package tours. Seminars were held in Paris, Zurich, London, Berlin, Rome and Madrid.

Travel Mart

The Fourth Annual Discover America Pow Wow and Travel Mart was held in San Diego in September under the joint sponsorship of the United States Travel Service and the Discover America Travel Organizations (DATO). More than 6,000 interviews were scheduled between 246 foreign tour operators from 44 countries (almost 40 percent more than the number who attended in 1971) and some 340 U.S. travel suppliers.

Based on an analysis of questionnaires submitted by participants, total sales generated exceed those produced by the 1971 Pow Wow by \$4 million. The U.S. firms reporting indicated current and future sales of \$9.3 million, compared to \$5.3 million in sales recorded by all participants last year.

Regional Marketing Meetings

During 1972, USTS hosted three VISIT USA regional marketing meetings for executives of international airlines for the purpose of sharing USTS knowledge, experience and facilities with the travel industry.

In May, 15 vice presidents, directors and sales managers from Braniff International Airways, serving Mexico and Latin America, attended.

In July, vice presidents and marketing directors from the head U.S. offices of 26 airlines serving or having connections with Europe attended. Airlines represented were: American Airlines, National Airlines, United Air Lines, Pan American World Airways, Trans World Airlines, British Overseas Airways, Air France, Iberia, Air Canada, Irish International Airlines, Swissair, Air India, El Al, Finnair, Aeroflot, Icelandic Airlines, Scandinavian Airlines, Lufthansa, Olympic Airways, KLM, Alitalia, Sabena, Trans International Airlines, Saturn Airways, World Airways and Overseas National Airways.



TRAVEL PHONE USA—TraveLodge International has made available at its headquarters in Kansas City a nationwide, multilingual, toll-free telephone interpreter and information service for foreign visitors.

The third and final meeting was held in September, at which executives of 28 airlines serving or having connections with the Far East and Oceania participated. These were: American Airlines, Continental Air Lines, Frontier Airlines, Hawaiian Airlines, Hughes Airwest, North Central Airlines, Northwest Airlines, Ozark Air Lines, Pan American World Airways, Trans World Airlines, United Air Lines, Western Airlines, Wien Consolidated Airlines, Alaska Airlines, Aloha Airlines, Southern Airways, Mohawk Airlines, Japan Air Lines, Qantas Airways, Air New Zealand, Philippine Air Lines, Pakistan International Airlines, BOAC, UTA, Korean Air Lines, Malaysia-Singapore Airlines, Cathay Pacific Airways and China Airlines.

Participants conducted work sessions on such topics as travel marketing, what the U.S. offers potential travelers, new approaches in information services, how USTS offices abroad can assist the travel industry and improvement of U.S. host services.

Open forums were held covering specific details on ports of entry and departure, language requirements, convention facilities, ground transportation and money exchange.

International Conventions Office

During 1972, USTS' International Conventions Office in Paris played a role in winning ten major international congresses for the United States, bringing its "congresses landed" total for a three-year period to 35. Foreign attendance of about 25,000 and foreign currency receipts in excess of \$6.8 million are expected to be generated by the 35 congresses. This figure is based on an average expenditure per delegate of \$50 daily and an average congress duration of 5.4 days. It does not include dollar savings which will result from keeping U.S. delegates at home, air fares which may be paid to U.S. flag carriers by foreign delegates, or foreign delegate expenditures for pre- or post-congress study or vacation visits.

Familiarization Tours

As part of the expansion of the VISIT USA Familiarization Tour program, a former Indiana state travel director was appointed Manager of Familiarization Services in early 1972.

During 1972, USTS cosponsored VISIT USA familiarization tours for 2,912 foreign tour operators and 905 foreign journalists. The purpose of these tours was to acquaint foreign journalists and travel agents with the U.S. tourism attractions.

Familiarization tours achieve two aims: they focus foreign news media attention on U.S. tourism destinations and acquaint foreign travel agents and tour operators with packagable U.S. tour attractions and facilities. VISIT USA familiarization tours are cosponsored by USTS and states, cities or private U.S. travel-suppliers. Air transportation for foreign participants is authorized by the Civil Aeronautics Board (CAB).

Byline destination articles written by hosted print media journalists appear in major foreign newspapers and magazines, where their readership frequently comprises a ready-made audience for VISIT USA promotion. Hosted radio and television correspondents prepare air-media film and tape features on the U.S. as a tourist attraction.

Group familiarization tours occurring during the past year include:

- **Marriott Trail Tour, April.** The Marriott Corporation cosponsored this tour for thirteen travel writers from Europe and Mexico City. The group visited several cities in New England, including Boston, as well as New York City, Philadelphia, Washington, D.C. and Atlanta. This was a pilot tour of a proposed package by Marriott.
- **Michigan Week Tour, May.** This tour included twelve travel writers from Mexico, the Netherlands, Canada, Japan, France and Brazil. Cosponsored by the Monroe (Michigan)

Chamber of Commerce, the group visited Detroit, Greenfield Village and other points of interest in Michigan.

- **Yellowstone-Kansas City Summer Tour, June-July.** Twenty-three travel writers from Mexico, Japan, France, Australia, Brazil, Canada, Argentina and Israel participated in the 12-day tour cosponsored by the Convention and Tourist Council of Greater Kansas City.
- **Thoroughbred Breeders Association Tour, July.** Cosponsored by TBA, this tour included travel writers from Venezuela, Argentina and England. Attention was focused on horse shows and thoroughbred breeders in the State of Kentucky.
- **Southern Tri-State Tour, October-November.** The States of Tennessee, West Virginia and Virginia cosponsored a six-day tour for twelve travel writers from Canada, England, France and Germany.
- **Florida-Georgia Camping Tour, November.** Seven travel writers from France, Germany, England, Canada, Mexico, and Brazil participated in a pilot camping tour in Winnebago motor homes. The tour covered numerous attractions in Florida and Georgia, including Ocala National Forest and Walt Disney World.
- **In April, USTS and the National Railroad Passenger Corp. (AMTRAK)** cosponsored a series of regional familiarization tours for 80 foreign travel agents and travel writers. This was in conjunction with a program of developing rail package tours of the U.S. to be marketed abroad.

MULTILINGUAL TRANSLATION EQUIPMENT at international congresses is of vital importance in attracting foreign attendance. USTS provides matching grants to convention centers and international organizations, such as the III Pan American Congress on Anatomy, shown here, to provide this service.



Visitor Services

Youth and Student Travel

USTS continued its effort to encourage youth and student travel to this country. It purchased 25,000 copies of the new booklet *USA Student Accommodations Guide* published by the Council on International Educational Exchange. The booklet is used as a promotion piece abroad. It contains useful information on low-cost accommodations, such as YMCA's, YWCA's, American Youth Hostels, and colleges and universities having facilities for overnight stays.

Medical and Automobile Insurance

Medical and hospitalization insurance for foreign nationals visiting the U.S. continued in its second year. International Holiday Travel Insurance is now available through the 130 overseas offices of American International Underwriters, as is a companion automobile insurance package for international visitors who rent or purchase cars in the United States.

This program was developed because many foreign visitors are used to being covered by national health and accident insurance in their own countries and are hesitant about traveling in the U.S. because they lack appropriate protection.

Travel Phone USA

Travel Phone USA, a nationwide, multilingual, toll-free telephone service, sponsored by USTS in cooperation with TraveLodge International, continued in its third year. The foreign visitor can dial the service toll-free from anywhere in the continental United States, except Alaska, and obtain telephone interpreter assistance or answers to travel-related questions in Spanish, French, German, Japanese and English.

A new USTS brochure in the five languages explains the service and contains a perforated card with the telephone number which may be torn out and carried by the traveler.

Travel Phone USA makes assistance available at the nearest telephone for foreign visitors as well as airline, hotel, and police personnel who encounter language problems with guests from abroad. Several thousand foreign visitors used this service in 1972.

Americans at Home

Little Rock, Arkansas, joined the Americans at Home program, a USTS-organized, community-

USTS PUBLISHES PROMOTIONAL and informational material for distribution abroad and for use by the travel industry. All promotional pieces are produced in at least five languages.

A Holiday Planner

SUMMARY AN
ANALYSIS OF INTERNATIONAL
TRAVEL TO THE U.S.
December 1971

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U.

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OUTDOORS
of the USA

Arrivals and
Departures by
Selected Ports
1971

Statistics on visitor arrivals to the
U.S. and market analysis of international
travel by residents of foreign countries

FOREIGN
VISITOR
ARRIVALS
1960-1971

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States
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TRAVEL PATTERNS
OF FOREIGN
VISITOR ARRIVALS

(I-94 ANALYSIS)
Data for Calendar Year 1971

FESTIVAL USA
1973

U.S.A. Travel
Information

PLANT VISITS

International Visitors
to the
United States

SEATTLE
U.S.

SAN FRANCISCO
U.S.A.

"It costs less than you think
Please come"

"It costs less than
Please"

"It costs less than
Please"

"It costs less than
Please"

"It costs less than
Please"

"It costs less than
Please"

the People

operated host plan for foreign visitors. The total number of cities participating by year-end was 73. Americans at Home is designed to enable foreign visitors to get to know Americans informally in their homes.

USTS printed in nine languages—English, French, German, Spanish, Italian, Portuguese, Japanese, Swedish and Dutch—300,000 copies of a folder giving details and telephone numbers of the 73 community sponsoring groups.

An estimated 45,000 foreign visitors requested and received home hospitality during 1972.

State-City-Regional Groups

States, cities and regional organizations and attractions continued to provide USTS field offices with quantities of tourist materials, including maps, camping brochures, hotel-accommodation listings and special events, for distribution abroad.

Driving Kits

Driving-kits were produced in four languages—English, French, Spanish and German—to implement VISIT USA driving campaigns in Canada, Mexico and Europe. The kits are distributed by USTS outlets abroad and by automobile companies which sell cars for use in this country.

Hotel/Motel Language Certification Program

An additional thirty-six hotels and motels were certified in 1972 under the four-year-old Hotel/Motel Language Certification Program cosponsored by USTS and the American Hotel and Motel Association. This brings to 220 the number of

hotels and motels in the U.S. which have agreed to staff their front desks, switchboards and restaurants with personnel who speak Spanish, French, German or Japanese in addition to English.

The joint Program was begun in March 1969 as a means of relieving the language fears of foreign visitors who hesitate to visit the U.S. because they do not speak English. USTS publicizes abroad the language resources of participating hotels and motels, and authorizes them to display a USTS plaque bearing the inscription "Welcome, Bienvenido, Bienvenue, Willkommen."

Summer Hotel Special

Hotels in 132 U.S. cities offered a Summer Hotel Special to provide low-cost accommodations for foreign visitors. The summer rate plan was sponsored by the Hotel Sales Management Association as a means of encouraging foreign travel to the U.S. Under the plan, major hotels in the 132 cities agreed to make rooms available during July and August at a flat rate—most under \$18 and some as low as \$7.

Summer Hotel Special was promoted by USTS, Pan American World Airways and Trans World Airlines. Bookings were through travel agents worldwide.

Multilingual Port Receptionist Program

A multilingual college student port receptionist corps was established at Philadelphia International Airport in the summer of 1972, bringing to four the number of such groups in operation. Similar corps are functioning at New York's Kennedy International Airport, Seattle/Tacoma International Airport, and San Juan International Airport. The program is conducted by USTS in cooperation with qualifying colleges and universities, the Department of Health, Education and Welfare, and appropriate local organizations.

The receptionists assist incoming foreign visitors in clearing Customs and Immigration and in

making transportation connections. The students' salaries are paid from funds available to educational institutions under the Office of Education's College Work-Study Program and by USTS.

By year-end there were some 50 participating students at JFK, 20 at Seattle/Tacoma, 13 at San Juan, and 11 at Philadelphia.

Symbol-Signs

USTS is urging airports of entry to use symbols or directional signs to reduce the language barrier. The new Kansas City International Airport, opened in 1972, has the symbol-type directional signs. Other airports using the symbol-signs include Logan International Airport (Boston), Oklahoma City International Airport and Seattle/Tacoma International Airport.



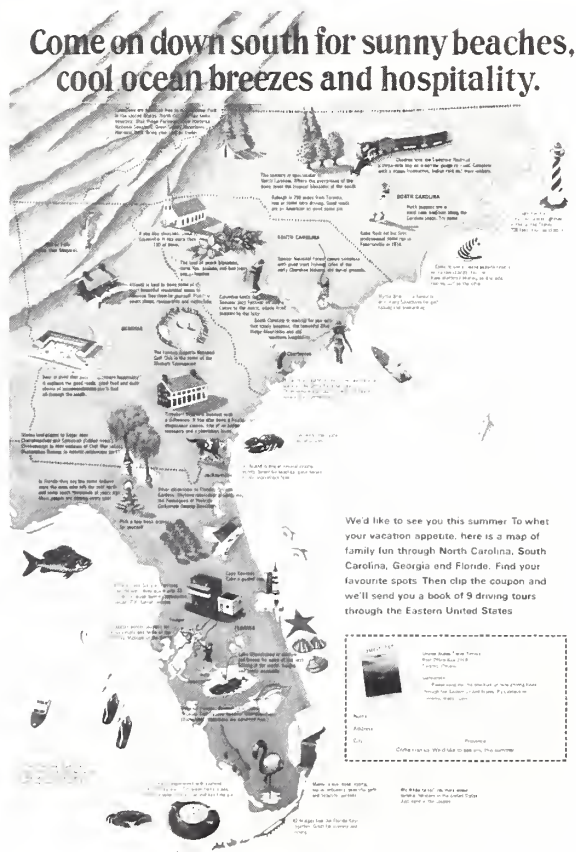
IN-DEPTH BUSINESS SESSIONS with USTS directors from foreign offices and Washington were keystone of successful Selling of America program. Airborne meetings were held between U.S. points of interest, which were visited by the USTS team to acquaint them personally with attributes of the nation's tourism opportunities.

Matching Grants

USTS' Matching Grants Program was launched in mid-1971, as authorized by the 1970 Amendment to the International Travel Act of 1961. Cities, states and non-profit tourism-promotion organizations are eligible for the matching grants, which must be used for projects promoting travel to the U.S. or improving domestic services for foreign visitors.

The directors of all USTS divisions and offices serve on the Matching Grants Committee, which evaluates applications and awards grants.

The FY 1972 appropriation for this program was \$580,000 plus \$20,000 for overhead costs. Grants totalling \$569,351 were awarded for fiscal year 1972. Those grants awarded for calendar year 1972 follow.



USTS ADVERTISING concentrated on regional attractions. Some of USTS' matching grants were awarded for regional advertising in Canada, Mexico and Japan.

Matching Grants Awarded During Calendar Year 1972

Grantee	Federal Share	Project
Miami Beach Tourist Development Authority	\$45,000	Canadian winter advertising campaign
City of Fort Lauderdale	\$10,309	Canadian winter advertising campaign
San Francisco Convention and Visitors Bureau	\$11,590	Canadian winter advertising campaign
Florida Department of Commerce	\$19,846	Canadian winter advertising campaign
Southern California Visitors Council	\$13,293	Canadian winter advertising campaign
New Orleans Tourist Convention Commission	\$7,859	Canadian winter advertising campaign
Central Atlantic States Travel Council	\$4,500	Canadian winter advertising campaign
State of North Carolina	\$10,298	Canadian winter advertising campaign
City of San Antonio	\$10,088	Canadian winter advertising campaign
San Diego Convention and Visitors Bureau	\$5,650	Canadian winter advertising campaign
Southern Highlands Attractions	\$23,250	Tourism promotion film
New Orleans Tourist and Convention Commission	\$25,000	Advertising in Mexico
State of Hawaii	\$14,832	Tourism research
San Francisco Convention and Visitors Bureau	\$5,000	Simultaneous translation equipment for convention
State of Maine Dept. of Economic Development	\$36,106	Research, Canadian advertising, receptive services
State of New York Dept. of Commerce	\$37,636	Canadian summer advertising campaign
State of Minnesota	\$2,740	Canadian summer advertising campaign
Long Beach Convention and News Bureau	\$9,000	Canadian summer advertising campaign
Essex County, New York	\$8,850	Canadian summer advertising campaign
Old West Trail Foundation	\$4,950	Canadian summer advertising campaign
North Dakota Highway Department	\$1,575	Canadian summer advertising campaign
State of New Jersey	\$9,000	Canadian summer advertising campaign
Commonwealth of Massachusetts	\$46,099	Research, advertising, receptive services
American Society of Travel Agents (ASTA)	\$29,980	Research, receptive services
San Francisco Convention and Visitors Bureau	\$10,000	Advertising in Mexico
Discover America Travel Organizations (DATO)	\$62,750	Two films
San Diego Convention and Visitors Bureau	\$10,000	Advertising in Mexico
Old West Region/Wyoming	\$3,000	Audio-visual presentation
American Association of Esthetics and Make-up	\$5,000	Simultaneous translation equipment for convention
International Confederation of Midwives	\$4,495	Simultaneous translation equipment for convention
Hawaii Visitors Bureau	\$8,099	Travel mission to Canada
Southern Travel Directors Council (STDC)	\$1,320	Travel mission to Canada
State of California	\$24,479	Tourism promotion film
Nevada Department of Economic Development	\$6,510	Travel mission to Australia, New Zealand and Japan
State of Vermont	\$16,413	Operation of tourist information center on Canadian border
State of Alaska	\$3,360	Advertising in Japan
Government of the U.S. Virgin Islands	\$25,000	Travel mission to Canada, Venezuela
Crow Tribe of Indians of Montana	\$6,415	Travel mission to Germany
Palm Springs Convention and Visitors Bureau	\$9,000	Canadian winter advertising campaign
Essex County, New York	\$9,000	Canadian winter advertising campaign
Southern California Visitors Council	\$24,545	Canadian winter advertising campaign
San Francisco Convention and Visitors Bureau	\$8,190	Canadian winter advertising campaign
Government of the U.S. Virgin Islands	\$10,000	Canadian winter advertising campaign
Southern Travel Directors Council (STDC)	\$18,675	Travel mission to Europe
Cornell University	\$400	Tourism research
State of Alaska	\$1,750	Tourism promotion film

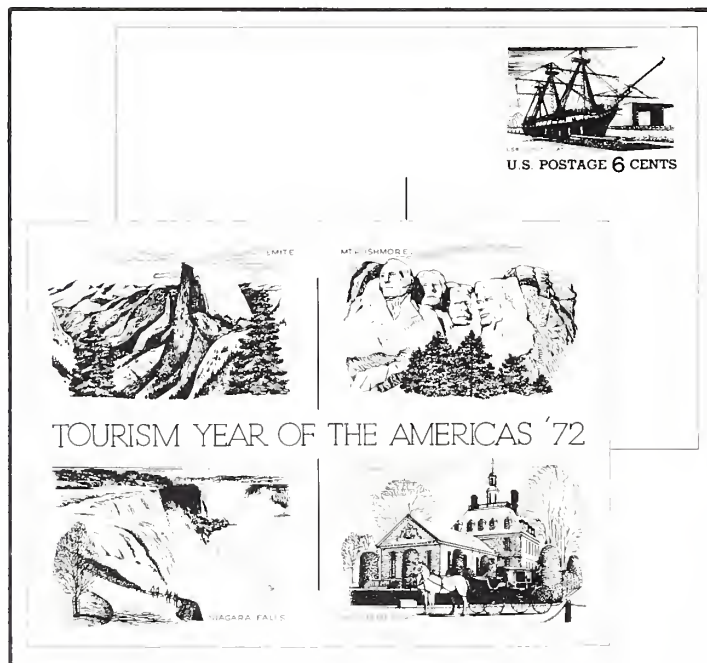
Research and Analysis

Obtaining and Analyzing Statistics

USTS' Office of Research and Analysis provides both the quantitative and qualitative data necessary for planning and evaluating USTS programs and projects. To accomplish this, the Office analyzes and interprets available secondary information, conducts primary research studies to provide marketing and statistical information on the international travel market, and engages in special research techniques designed to improve the overall coverage and quality of travel data. The information is available for use by the travel industry as well as by USTS.

In addition, the Office is USTS' primary liaison with appropriate Commerce Department offices in matters pertaining to congressional committees and legislation or regulatory decisions related to travel and tourism. It prepares background reports and position papers for intergovernmental and international meetings dealing with tourism.

The following research projects were conducted during 1972:



TOURISM YEAR OF THE AMERICAS postal cards were issued by the U.S. Postal Service in cooperation with the United States Travel Service in June. The series of five cards featured popular U.S. tourist attractions. Three cards were for domestic surface use, one for domestic airmail and one for international airmail beyond Canada and Mexico.

VISIT USA EXHIBIT at the International Tourism Exchange in Berlin was "manned" by USTS/Germany Deputy Field Office Director Peter N. Bohen.

ERKEHRSAMT

NORTHWEST
ORIENT AIRLINES
OVERSEAS
NATIONAL AIRWAYS
PAN AMERICAN
WORLD AIRWAYS
QUALITY MOTELS

HERTZ
AUTOVERMIETUNG
HOLIDAY INNS
MIAMI BEACH
TOURIST DEV. AUTH.
NATIONAL
AIRLINES

CONTINENTAL
TRAILWAYS
DELTA AIR LINES
EASTERN AIRLINES
GREYHOUND
INTERNATIONAL

FREEDOM
KORSAFT USA
AMERICAN
AIRLINES
AVIS
AUTOVERMIETUNG
BRANT
INTERNATIONAL



A Study of Japanese Travel Habits and Patterns (Volume 1) October 1972

This report, the first phase of a comprehensive study investigating the Japanese travel market, is based on extensive in-depth interviews with 34 individuals representing 26 companies and organizations involved in travel in Japan during the month of July 1972. The report provides information on: (1) social expenditure patterns and geographic source structure of the market, (2) principal segments of the market and their relative potential for the future, (3) structure of the sales function in the travel industry, as between wholesalers and retailers of travel, (4) role and contribution of the carriers, (5) effects of dollar devaluation, (6) patterns of destinations and the competition perceived to exist among them and (7) resumes of existing studies in the field.

Highlights of a Study of British Travel Habits and Patterns (Volume 2) September 1972

This paper highlights the findings of a survey conducted among residents of the United Kingdom during the winter of 1971-1972 to determine the incidence of international travel in the population as well as the characteristics, travel attitudes, preferences and patterns of British international travelers.

Sampling was done on a random basis among adults 18 years of age and over residing in England, Wales, and Scotland. Demographic data and incidence of travel in the general population (by long-distance and domestic travelers) was based on 11,954 interviews. Data on characteristics of trips to the U.S. as well as general attitudes and preferences for international travel were based on 1,836 interviews.

Travel Patterns of Foreign Visitor Arrivals (I-94 Analysis)

This report consists of four summary tables which provide marketing information on characteristics and travel patterns of visitors from 45 metropolitan areas in 16 key tourist-generating countries. The

data is based on U.S. Immigration and Naturalization forms (I-94) which are required to be filled out by all foreign travelers (except Canadians) who enter the U.S.

Monthly Analysis of International Travel to the United States

This report includes statistics on visitor arrivals to the U.S. and market analysis of international travel by residents of foreign countries. In addition, each month a different tourist country is analyzed in terms of the traveling characteristics of its nationals. The report is based on secondary data source and an analysis of Government entry forms I-94.

Arrivals and Departures by Selected Ports: 1971

This annual publication includes tables and an interpretative analysis of foreign visitors by their country of residence, port of entry and purpose of trip, as well as providing data on Americans traveling abroad by flag of carrier and country of debarkation. All tables were developed from Government entry forms (I-94) and U.S. passenger departures (I-92).

This two-page leaflet contains a 10-year history of travel to the U.S. by country of permanent residence. It also provides the percent change in the number of visitors for each of these years during the 10 year period.

Tourism and the Balance of Payments (February 1972)

This report contains documentation on international tourism and its significance for the U.S. balance of payments. The reports contain a series of tables and graphs highlighting the trend in U.S. travel expenditures and receipts, compares budgets of national government tourist offices and discusses some possible remedies.

Evaluation of Specific Promotion Projects

From December 1971 to March 1972, personal interviews were conducted with 500 individuals who toured the VISIT USA Mobile Exhibit in



MULTILINGUAL RECEPTIONISTS at Kennedy International Airport assist two visitors from France. The program, which was begun in 1970, now has nearly 100 receptionists on duty at four international airports.



A PILOT SUMMER WORK-STUDY PROGRAM was initiated in 1972 and John L. Kelsh (left, here, with Acting Assistant Secretary James L. Hamilton III), a student at the Institute of Transportation, Travel and Tourism of Niagara University, New York, was the first participant. This was an initial step in increased USTS cooperative efforts with educational institutions to develop academic training in tourism. Kelsh, who received three course credits for his internship, prepared a paper evaluating ten schools that offer tourism programs.

Mexico City to measure public attitudes toward the Mobile Exhibit, to obtain information about the travel behavior of persons who toured the Exhibit, to measure demographic characteristics of persons attending the Exhibit, and to measure their reaction to advertising relating to touring the United States.

From April 1972 to June 1972, personal interviews were conducted with 334 individuals who toured the VISIT USA Mobile Exhibit in Guadalajara, Mexico to measure attitudes toward the United States, both before and after viewing the film; to measure attitudes of those attending the film, particularly as they related to visiting the United States; to measure demographic characteristics of the viewing audience; and to obtain names and addresses of sample respondents to be used in a follow-up study measuring travel behavior several months after the film-showing.

An analysis was made of the VISIT USA World Tourism Seminars held from October 1971 through April 1972, in Caracas, Venezuela; Sao Paulo, Brazil; Lima, Peru; Buenos Aires, Argentina; Paris, France; West Berlin, West Germany; Zurich, Switzerland; Mexico City, Mexico; London, England; Rome, Italy; and Madrid, Spain. U.S. travel industry executives met with approximately 750 foreign tour operators and travel agents to facilitate development of VISIT USA tour packages.

An analysis was made of VISIT USA Familiarization Tours: Colorado Year-Around (August 1971), Colorado Ski (December 1971), and Japanese Familiarization Tour of the West (June 1972). Foreign travel agents met with American travel industry executives to obtain information on the U.S.; to see parts of the United States; to make personal contacts and to exchange ideas on problems and methods of promoting VISIT USA travel.

An analysis was made of the Fourth Annual Discover America Pow-Wow and Travel Trade Mart held in San Diego, California, in September 1972.

Other Activities

Intervention with CAB In August, the Department of Commerce, on behalf of USTS, petitioned the Civil Aeronautics Board (CAB) for permission to intervene in the pending Supplemental Renewal Proceeding, which would decide future operating rights of 12 supplemental air carriers in all areas except transatlantic. The reason for intervention was the possible effect CAB action would have on the air transportation industry, generally, and on international travel particularly. The petition was granted by the CAB, which marked the first time USTS had become involved formally in a CAB proceeding.

The Selling of America In 1972, as in 1971, the USTS annual regional directors' conference took the form of a cross-country trip—"The Selling of America"—to generate greater state and city involvement in attracting foreign visitors.

"The Selling of America—1972" focused primarily on plans for participation in the Festival USA portion of the American Revolution Bicentennial to be celebrated in 1976.

The heart of the trip was a series of seven seminars in Long Beach; Jackson, Wyo.; Kansas City; Atlanta; Dearborn, Mich.; Boston; and

Annapolis, Md. Attending were travel directors of all 50 states and 20 USTS field and headquarters staff.

Familiarization stops were made at Monterey and the "Redwood Empire" area of California; Reno and Carson City, Nev.; Yellowstone National Park; Nashville, Tenn.; and Bar Harbor and Acadia National Park, Me.

Also included were a business conference on VISIT USA incentive travel in Atlanta and a Tourism Marketing Seminar at the International Marketing Institute, Cambridge, Mass.

The 6,000-mile trip took 15 days, and was cosponsored by the travel industry at minimum cost to the Federal government. Airborne planning sessions were held between stops.

New Office In September USTS transferred its base of operations in South America from Buenos Aires to Sao Paulo. The move was made to serve the rapidly-growing Brazilian travel market, and to answer the Portuguese-language needs of the country as distinct from those of Spanish-speaking South America.

IUOTO Agreement was reached in a November meeting of the IUOTO (International Union of Official Travel Organizations) 93rd Executive

Expenditures (in thousands of dollars)

	Fiscal 1972 Actual	Fiscal 1973 Estimate
Personnel compensation	1,498	1,649
Personnel benefits	214	244
Travel and transportation of persons	221	355
Transportation of things	111	178
Rent, communications, and utilities	232	198
Printing and reproduction	589	991
Other services	2,830	4,426
Supplies and materials	60	24
Equipment	56	56
Grants, subsidies, and contributions	566	879
Total obligations	6,377	9,000

VISIT USA AMBASSADORS Joyce and Bill Anderson, owners of the Ponderosa Ranch, Lake Tahoe, Nev., are the first VISIT USA Ambassadors to be named under a new USTS program.

AS IN THE HEARTS OF THE PEOPLE
FOR WHOM HE SAVED THE UNION
THE MEMORY OF ABRAHAM LINCOLN
IS ENHANCED FOREVER



Committee in Lusaka, Zambia, on a scale of assessments for the proposed World Tourism Organization (WTO), an intergovernmental body being formed from IUOTO.

To date, 34 of the 51 needed countries have ratified the 1970 statutes to bring WTO into existence. With the resolution of the assessment question, it is expected that the remaining necessary ratification will be obtained.

Visit USA Ambassadors In the fall of 1972, USTS instituted its VISIT USA Ambassador program.

Miss Emily Zinser, 1972 Disneyland Ambassador, was appointed Special VISIT USA Ambassador for the opening ceremonies of the VISIT USA Mobile Exhibit in Sydney.

The first official honorary ambassadors were Bill and Joyce Anderson, owners of the Ponderosa Ranch of television's "Bonanza" fame. They received their credential from Acting Assistant Secretary Hamilton before departing for Australia, New Zealand and Japan with a travel mission from the State of Nevada.

Destination Feature Packages USTS instituted a new foreign media aid in 1972—the Destination Feature Package (DFP). Each DFP consists of a feature article, a fact sheet, photographs, maps and brochures about a series of U.S. attractions on a similar theme, e.g. paddlewheel boats, explorable caves and caverns, national parks, and others.

The DFP's were forwarded to USTS offices abroad, which offered each one on an exclusive-in-your-area basis to a leading local newspaper or magazine on a rotational basis.

American Revolution Bicentennial In a July 4 address to the nation, President Richard Nixon said, "... the (program) I especially want to talk about this morning will be known as Festival USA. Its concern will be travel, discovery, and hospitality—hospitality by Americans to Americans; and

hospitality by Americans to millions upon millions of visitors from nearly every other country on the globe.

"In the near future, I will be sending, in the name of all the people of the United States, formal and official invitations to the governments of nations around the globe, extending a welcome to the people of those nations to visit the United States, as laws and circumstances permit, during the Bicentennial Era—and especially during the year 1976."

USTS will invite the people of the world to participate in the 200th anniversary of the United States, utilizing the promotional and advertising expertise of its Field Offices in the major travel markets of the world, reaching 80 percent of the potential travelers to the U.S.

USTS plans and projects for the Bicentennial fall into two types. The first are those which are regular USTS programs that will be modified or dramatized to further the objectives of the Bicentennial. The second are special events planned for the Bicentennial celebration.

USTS' Matching Grants program criteria are being altered to focus on Bicentennial projects in the three years leading up to 1976.

The multilingual port receptionist program is being expanded to additional gateways to welcome and assist Bicentennial visitors from abroad.

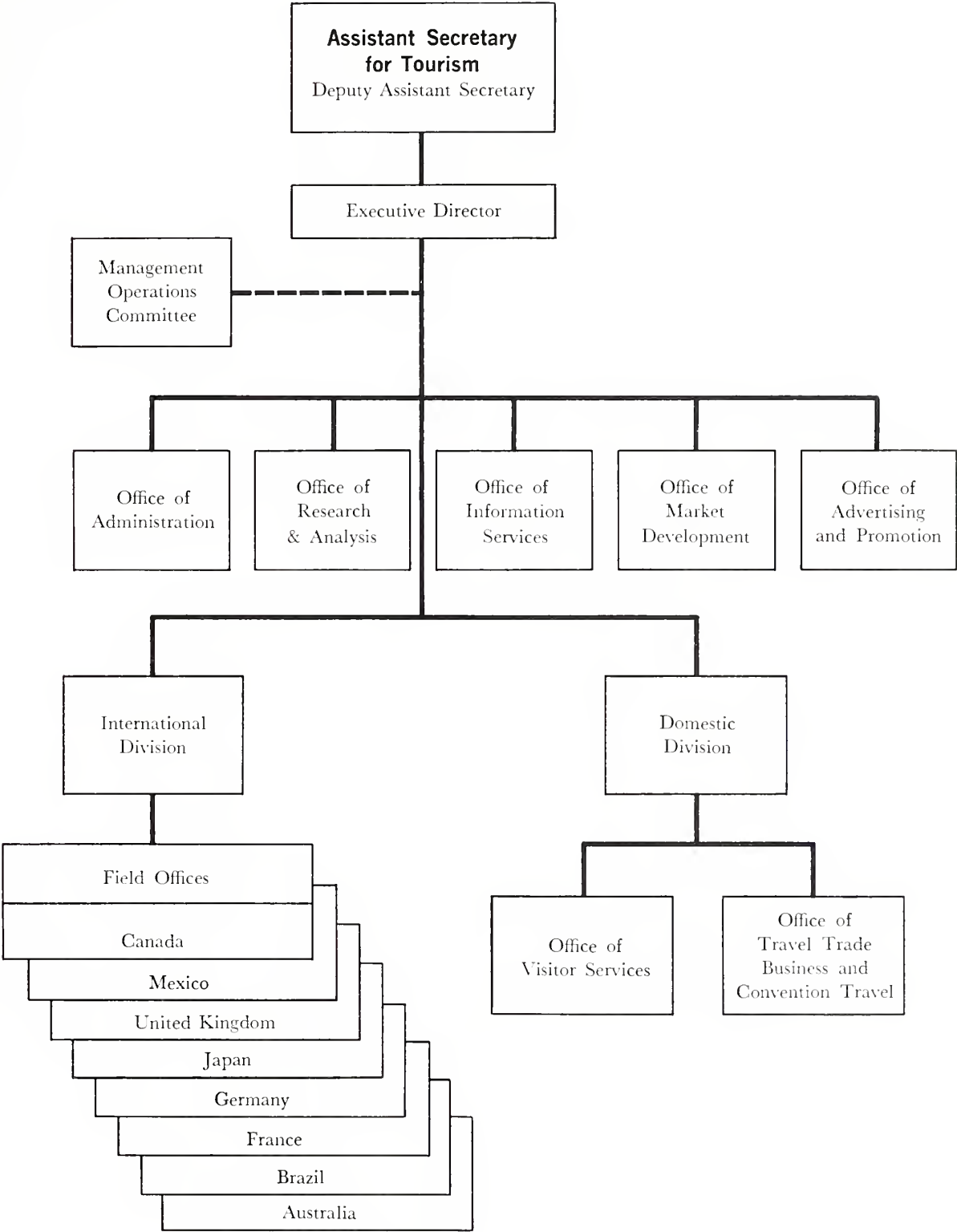
The Hotel/Motel Language Certification program is being expanded, and other programs such as Travel Phone USA and Americans at Home are being tailored to Bicentennial needs.

Familiarization tours are being designed to encourage foreign travel agents to package Bicentennial attractions and foreign journalists to write about Bicentennial activities.

In cooperation with the travel industry, USTS is preparing to provide a calendar of Bicentennial events to such outlets as overseas offices of international flag carriers, for distribution to the public.

A brochure explaining to individual communities what they might do at the local level to become involved in Bicentennial programs is planned.

U.S. Department of Commerce
United States Travel Service



Statistical Summary

Foreign visitor arrivals in the United States during calendar year 1972 totaled an estimated 15.2 million. Arrivals from overseas* countries numbered 2,861,658, a 14.6% increase over 1971. Arrivals from Mexico totaled 1,377,143 during 1972, an increase of 17.6% over 1971. Canadian visitors to the U.S. in 1972 numbered approximately 11,000,000. The Canadian arrival figures for 1971 and 1972 cannot be compared because a different method of collecting the 1972 statistics was implemented.

The number one supplier of overseas visitors to the U.S. in 1972 was Japan with 417,048 visitors—an increase of 34.1% over 1971. The United Kingdom was the source of the second largest volume of overseas visitors with 388,710 arrivals, a 19.4% increase over 1971. The third largest supplier of overseas visitors was Germany, followed by France, and Italy.

During 1972 business visitors from overseas countries numbered 370,077 (12.9% of the total 2,861,658 overseas visitors), while pleasure visitors

numbered 2,192,162 (76.6% of the total), students numbered 82,692 (2.9% of the total), and transits numbered 216,727 (7.6% of the total). Ninety-eight percent of the visitors from Mexico came to the United States for pleasure in 1972.

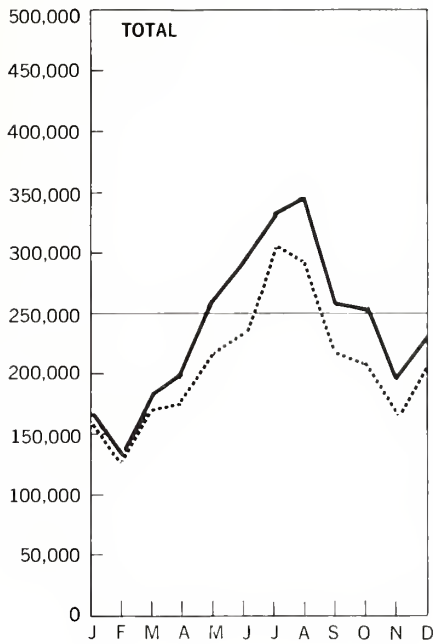
Estimated 1972 receipts (including transportation) from foreign visitors were \$3.2 billion, an 11.0% increase over the \$2.882 billion receipts in 1971. U.S. citizens expenditures for foreign travel during 1972 are estimated at \$6.2 billion, an 11.6% increase over the \$5.558 billion spent in 1971. The travel gap in the balance of payments—i.e., the difference between what Americans spend abroad and what foreigners spend in the U.S. is estimated to have increased 12.1% over last year, from \$2.676 billion in 1971 to about \$3 billion in 1972.

*non-contiguous to the United States

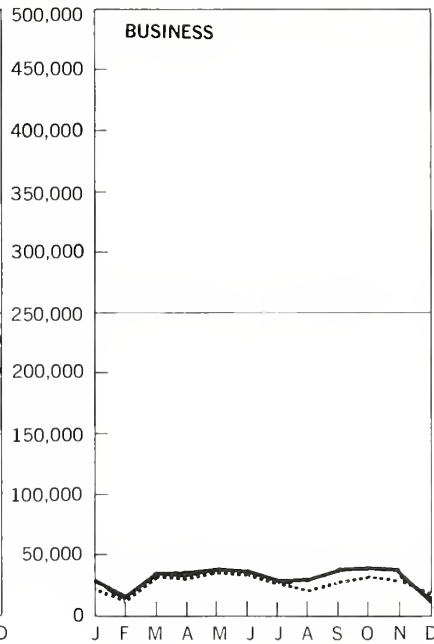
Top Ten Overseas Tourist Generating Countries Calendar Year 1971 and 1972

Country	Calendar Year 1972		Calendar Year 1971		Percent Change 1972/1971
	Rank	Number of Arrivals	Rank	Number of Arrivals	
Japan	1	417,048	2	311,066	+34.1
United Kingdom	2	388,710	1	325,555	+19.4
Germany	3	237,329	3	203,010	+16.9
France	4	155,348	4	133,604	+16.3
Italy	5	111,460	6	93,421	+19.3
Bahamas	6	103,607	5	96,767	+ 7.1
Australia	7	89,626	7	70,860	+26.5
Venezuela	8	71,711	8	64,681	+10.9
Colombia	9	66,375	10	55,599	+19.4
Netherlands	10	62,196	9	58,748	+ 5.9

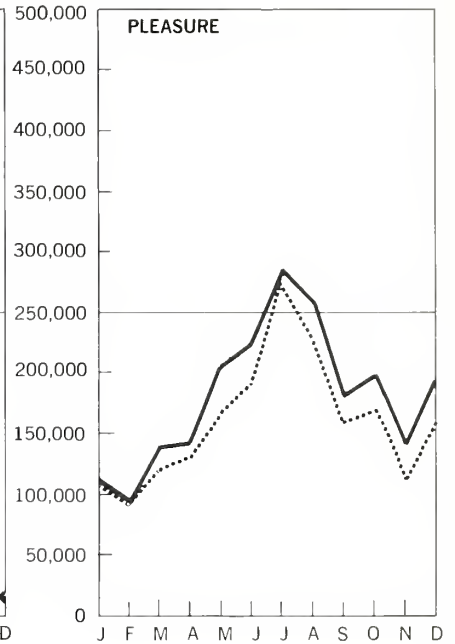
Number of Arrivals



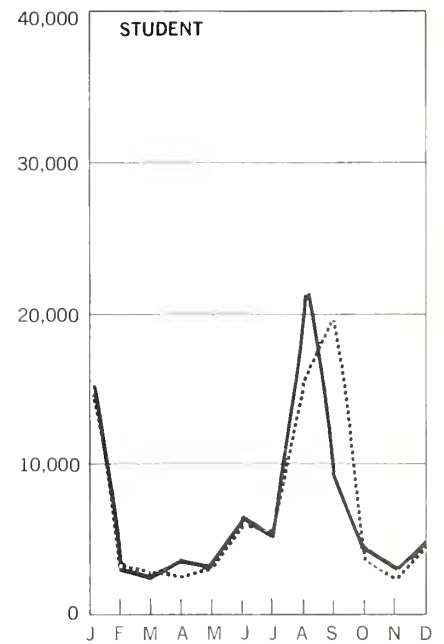
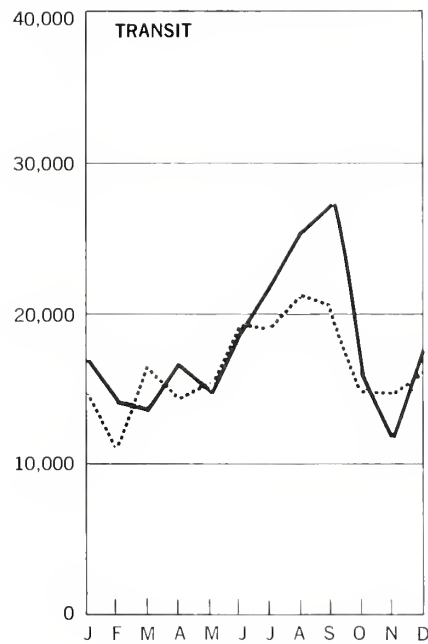
Number of Arrivals



Number of Arrivals



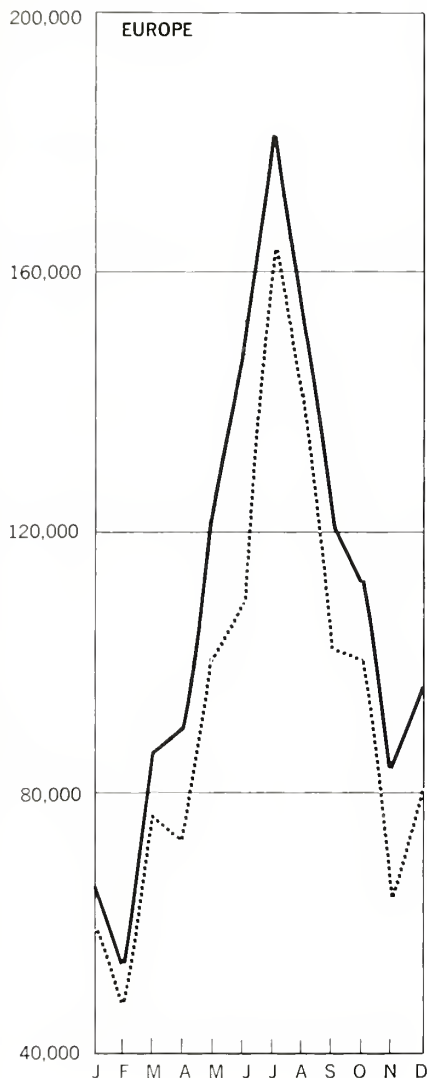
Overseas Arrivals by Purpose of Trip



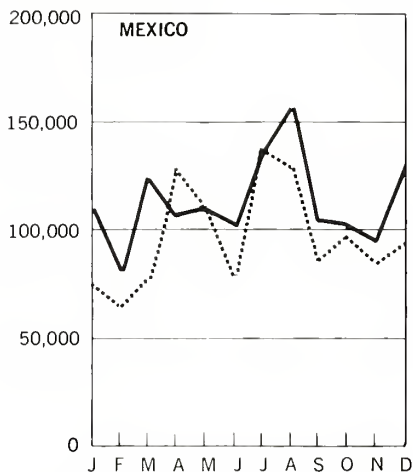
1971

1972 —

Number of Arrivals



Number of Arrivals

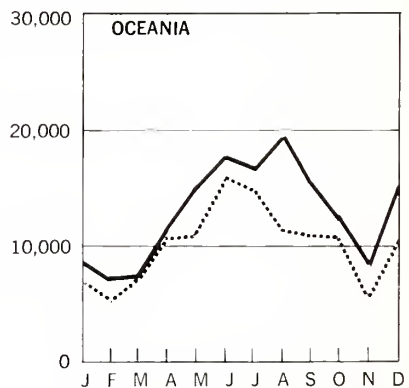
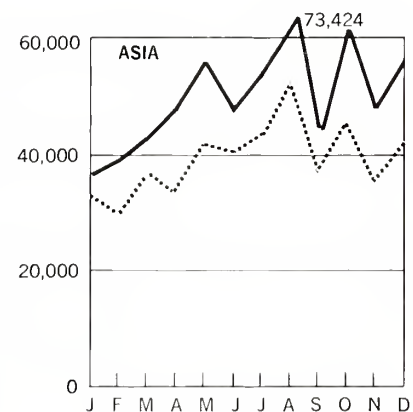
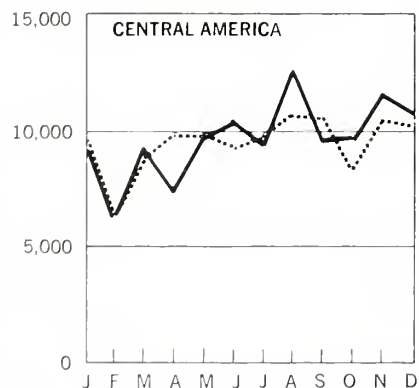
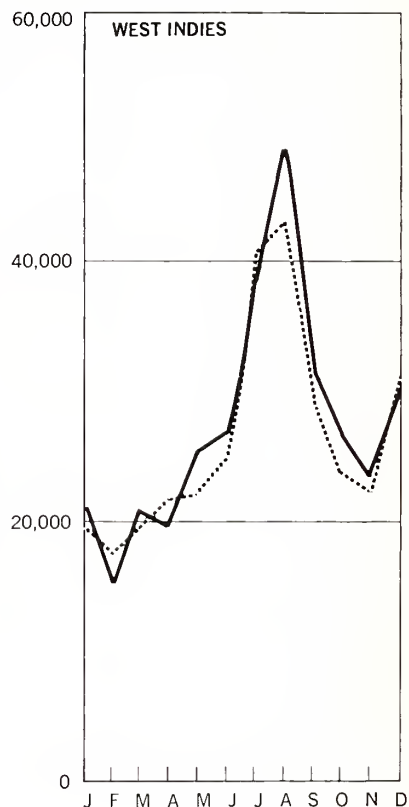


Foreign Visitor Arrivals from Selected Areas

1971

1972 —

Number of Arrivals



U.S. Share of Total International Travel Market Visitors and Dollars 1960–1972

Year	Total International Travel				International Travel to the United States				U.S. Share of International Travel	
	International Tourist Arrivals in Millions ^a	% Change Prev. Yr.	International Tourist Receipts in Billions ^b	% Change Prev. Yr.	Arrivals in the U.S. in Millions	% Change Prev. Yr.	U.S. Travel Receipts in Millions	% Change Prev. Yr.	Share of Total Number	Share of Total Dollars
1960	71.2	--	\$ 6.8	--	5.6	--	\$1,025	--	7.8%	15.1%
1961	75.3	+ 5.8%	7.3	+ 7.4%	6.3	+13.9%	1,057	+ 3.1%	8.4	14.5
1962	81.4	+ 8.1	7.8	+ 6.9	5.9	(- 6.8)	1,070	+ 1.2	7.2	13.4
1963	93.0	+14.3	8.3	+ 6.4	6.1	+ 3.8	1,133	+ 5.9	6.6	12.9
1964	108.0	+16.1	9.6	+15.7	6.6	+ 8.1	1,357	+19.8	6.1	13.6
1965	115.5	+ 6.9	11.0	+14.6	7.8	+19.0	1,545	+13.9	6.8	13.8
1966	130.8	+13.3	12.5	+13.6	9.0	+15.5	1,785	+15.5	6.9	14.1
1967	139.5	+ 6.7	13.4	+ 7.2	9.6	+ 5.8	1,881	+ 5.4	6.9	13.9
1968(r)	139.7	+ 0.1	13.8	+ 3.0	10.9	+13.7	2,035	+ 8.2	7.8	14.5
1969	154.1	+10.3	15.4	+11.6	12.5	+15.1	2,361	+16.0	8.1	15.2
1970	169.0	+ 9.7	17.9	+16.2	13.2	+ 5.9	2,696	+14.2	7.8	15.1
1971	181.0	+ 7.1	19.9	+11.2	13.7	+ 3.6	2,882	+ 6.9	7.6	14.5
1972(e)	198.0	+ 9.4	25.0	+25.6	15.2(e)	^c	3,200(e)	+11.0	7.7	12.8

(e) = estimates

(r) = revised figure

^aBased on statistics of international tourist arrivals at frontiers or in accommodation reported on a regular basis to the IUOTO Secretariat.

^bExcluding international fare payments. Based on international tourist receipts statistics reported on a regular basis to the IOUOTO Secretariat.

^cThe Canadian arrival figures for 1971 and 1972 cannot be compared because a different method of collecting the 1972 statistics was implemented. Local bus traffic, previously excluded (considered daily travel), is now included in the 1972 bus figures. In 1971, the figures included crews of planes, buses, trains, boats and commercial trucks which are excluded in 1972.

Source: United States Travel Service based on data from the International Union of Official Travel Organizations, *Economic Review of World Tourism*, 1972 Edition.

U.S. Travel Receipts and Expenditures 1960–1972

Year	Tourism Receipts and Expenditures Including Transportation				Tourism Receipts and Expenditures Excluding Transportation			
	Receipts	% Change Prev. Yr.	Expenditures	% Change Prev. Yr.	Receipts	% Change Prev. Yr.	Expenditures	% Change Prev. Yr.
				(Millions of Dollars)				
1960	\$ 981	--	\$2,263	--	\$ 919	--	\$1,750	--
1961	995	+ 1.4%	2,292	+ 1.3	947	+ 3.1	1,785	+ 2.0
1962	1,070	+ 7.5	2,514	+ 9.7	957	+ 1.1	1,939	+ 8.6
1963	1,133	+ 5.9	2,729	+ 8.6	1,015	+ 6.1	2,114	+ 9.0
1964	1,357	+19.8	2,856	+ 4.7	1,207	+18.9	2,211	+ 4.6
1965	1,545	+13.9	3,158	+10.6	1,380	+14.3	2,438	+10.3
1966	1,790	+15.9	3,412	+ 8.0	1,590	+15.2	2,657	+ 9.0
1967	1,881	+ 5.1	4,025	+18.0	1,646	+ 3.5	3,195	+20.3
1968	2,035	+ 8.2	3,907	(- 2.9)	1,775	+ 7.8	3,022	(- 5.4)
1969	2,361	+16.0	4,470	+14.4	2,058	+15.9	3,390	+12.2
1970	2,696	+14.2	5,168	+15.6	2,319	+12.7	3,953	+16.6
1971	2,882	+ 6.9	5,558	+ 7.6	2,457	+ 6.0	4,294	+ 8.6
1972*	3,200	+11.0	6,200	+11.6	2,700	+ 9.9	4,800	+11.8

*Unofficial USTS estimate.

Source: United States Travel Service based on data of the Bureau of Economic Analysis, U.S. Department of Commerce.

Appendix

U.S. Department of Commerce Travel Advisory Board

(Fifteen travel industry executives who advise the Secretary of Commerce)

Herbert Blunck

President
American Hotel & Motel Association
Statler Hilton Hotel
16th and K Streets, N.W.
Washington, D. C. 20036

Blaine Cooke

Vice President—Marketing
Trans World Airlines
605 Third Avenue
New York, New York 10016

Brian Cooke

Senior Vice President
World Airways, Inc.
Oakland International Airport
Oakland, California 94612

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"... we should also be doing far more to gain our fair share of the international tourism market, now estimated at \$17 billion annually, one of the largest factors in world trade. A substantial part of our balance of payments deficit results from the fact that American tourists abroad spend \$2.5 billion more than foreign tourists spend in the United States. We can help correct this situation by attracting more foreign tourists to our shores—especially as we enter our Bicentennial era."

Richard Nixon
State of the Union Address
January 20, 1972

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